IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A system for pushing a sender-personalized notification, comprising:

a sender device; and

a recipient device, wherein

the sender device is configured to select the sender-personalized notification and a destination for the sender-personalized notification corresponding to the recipient device and to send the sender-personalized notification to the recipient device;

the recipient device is configured to receive the sender-personalized notification and to process the sender-personalized notification based on a type of the sender-personalized notification; and

the received sender-personalized notification is stored ~~in the recipient device~~ in a digital repository of the recipient device in ~~an entry corresponding to~~ association with an identifier that identifies the sender device.

2. (Original) The system of claim 1, wherein the type of the sender-personalized notification comprises at least one of a ringtone, a color, a picture, a video, a multimedia message, a vibration, a text message, an audible cue, and a temperature.

3. (Original) The system of claim 1, wherein the recipient device is further configured to play a ringtone sent as the sender-personalized notification on the recipient device when the type of the sender-personalized notification is a ringtone.

4. (Original) The system of claim 1, wherein

the sender device is further configured to place a call to the recipient device to be placed at substantially a same time as the sender-personalized notification is sent to the recipient device; and

the recipient device is further configured to determine that the sender-personalized notification corresponds to the call and to process the sender-personalized notification with the call.

5. (Original) The system of claim 1, wherein the sender device is further configured to send the sender-personalized notification to a plurality of recipient devices.

6. (Original) The system of claim 1, wherein the sender-personalized notification comprises at least one of a notification and an identifier corresponding to the notification.

7. (Original) The system of claim 1, further comprising:

a notification server configured to receive the sender-personalized notification and the destination from the sender device and to send the sender-personalized notification to the recipient device.

8. (Original) The system of claim 7, wherein

the notification server comprises a digital repository populated with entries defining selectable notifications, and

the sender-personalized notification comprises at least one of an identifier corresponding to at least one entry of the digital repository and a notification.

9. (Original) The system of claim 7, wherein the sender-personalized notification is communicated between the notification server and at least one of the sender device and the recipient device as at least one of SMS, EMS, MMS, IMPS, and TCP/IP.

10. (Original) The system of claim 1, wherein at least one of the sender device and the recipient device comprises a wireless device.

11. (Original) The system of claim 1, wherein at least one of the sender device and the recipient device comprises a fixed line device.

12. (Original) The system of claim 11, wherein the fixed line device comprises at least one of a telephone and a television set-top box.

13. (Canceled).

14. (Original) The system of claim 1, wherein the sender-personalized notification is stored in the recipient device in a digital repository of the recipient device in an entry corresponding to an entity associated with the sender device.

15. (Currently Amended) A method for pushing a sender-personalized notification with a call, comprising the steps of:

selecting the sender-personalized notification;

selecting a recipient phone number;

placing the call including sending the recipient phone number and sending the sender-personalized notification;

determining that the sender-personalized notification corresponds to the call; and

processing the sender-personalized notification based on a type of the sender-personalized message by a recipient device when the call is received, wherein

the received sender-personalized notification is stored ~~in the recipient device~~ in a digital repository of the recipient device in ~~an entry corresponding to~~ association with an identifier that identifies a sender device.

16. (Original) The method of claim 15, wherein the type of the sender-personalized notification comprises at least one of a ringtone, a color, a picture, a video, a multimedia message, a vibration, a text message, an audible cue, and a temperature.

17. (Original) The method of claim 15, wherein the processing step comprises playing a sender-personalized ringtone on the recipient device when the type of the sender-personalized notification is a ringtone.

18. (Original) The method of claim 15, wherein the placing the call step comprises sending the sender-personalized notification as at least one of a short message service (SMS) message, an enhanced messaging service (EMS) message, a multimedia messaging service (MMS) message, an immediate messaging (IM) message, an immediate messaging and presence services (IMPS) message, a mobile e-mail message, a Internet protocol-based multimedia service (IMS) message, and a TCP/IP message.

19. (Currently Amended) A wireless device, comprising:

a processor; and

a computer readable medium encoded with processor readable instructions that when executed by the processor implement

a sender-personalized notification selection mechanism configured to select a notification as the sender-personalized notification to be sent to a recipient device with a call placed by the wireless device, and

a call placing mechanism configured to send the sender-personalized notification when the call is placed to the recipient device, wherein

the sender-personalized notification is stored ~~in the recipient device~~ in a digital repository of the recipient device in ~~an entry corresponding~~ association with an identifier that identifies to the wireless device.

20. (Original) The wireless device of claim 19, wherein:

the call placing mechanism is further configured to send the sender-personalized notification as at least one of a short message service (SMS) message, an enhanced messaging service (EMS) message, a multimedia messaging service (MMS) message, an immediate messaging (IM) message, an immediate messaging and presence services (IMPS) message, a mobile e-mail message, a Internet protocol-based multimedia service (IMS) message, and a TCP/IP message.

21. (Currently Amended) A fixed line device, comprising:

a processor; and

a computer readable medium encoded with processor readable instructions that when executed by the processor implement

a sender-personalized notification selection mechanism configured to select a notification as the sender-personalized notification to be sent to a recipient device with a call placed by the fixed line device, and

a call placing mechanism configured to send the sender-personalized notification when the call is placed to the recipient device, wherein

the sender-personalized notification is stored in ~~the recipient device in~~ a digital repository of the recipient device in ~~an entry corresponding to~~ association with an identifier that identifies the fixed line device.

22. (Original) The fixed line device of claim 21, wherein:

the call placing mechanism is further configured to send the sender-personalized notification as at least one of a short message service (SMS) message, an enhanced messaging service (EMS) message, a multimedia messaging service (MMS) message, an immediate messaging (IM) message, an immediate messaging and presence services (IMPS) message, a mobile e-mail message, a Internet protocol-based multimedia service (IMS) message, and a TCP/IP message.

23. (Currently Amended) A wireless device, comprising:

a processor; and

a computer readable medium encoded with processor readable instructions that when executed by the processor implements a sender-personalized message processing mechanism configured to process a sender-personalized notification received with a call, wherein

the sender-personalized notification is stored ~~in the wireless device~~ in a digital repository of the wireless device in ~~an entry corresponding to~~ association with an identifier that identifies a sender device.

24. (Original) The wireless device of claim 23, wherein the sender-personalized notification processing mechanism is further configured to play a ringtone sent as the sender-personalized notification on the wireless device when a type of the sender-personalized message is a ringtone.

25. (Original) The wireless device of claim 23, wherein

the sender-personalized message processing mechanism is further configured to process the sender-personalized notification based on a type of the sender-personalized notification, and

the type of the sender-personalized notification is at least one of a ringtone, a color, a picture, a video, a multimedia message, a vibration, a text message, an audible cue, and a temperature.

26. (Currently Amended) A fixed line device, comprising:

a processor; and

a computer readable medium encoded with processor readable instructions that when executed by the processor implements a sender-personalized message processing mechanism configured to process a sender-personalized notification received with a call, wherein

the sender-personalized notification is stored ~~in the fixed line device~~ in a digital repository of the fixed line device in ~~an entry corresponding to~~ association with an identifier that identifies a sender device.

27. (Original) The fixed line device of claim 26, wherein the sender-personalized notification processing mechanism is further configured to play a ringtone sent as the sender-

personalized notification on the fixed line device when a type of the sender-personalized message is a ringtone.

28. (Original) The wireless device of claim 26, wherein

the sender-personalized message processing mechanism is further configured to process the sender-personalized notification based on a type of the sender-personalized notification, and

the type of the sender-personalized notification is at least one of a ringtone, a color, a picture, a video, a multimedia message, a vibration, a text message, an audible cue, and a temperature.

29. (Currently Amended) A computer program product, comprising:

a computer storage medium; and

a computer program code mechanism embedded in the computer storage medium for causing a processor to select and send a sender-personalized notification to a recipient device when placing a call, the computer program code mechanism having

a first computer code device configured to select a notification as the sender-personalized notification to be sent to a recipient device with the call placed by a sender device, and

a second computer code device configured to send the sender-personalized notification when the call is placed to the recipient device, wherein

the sender-personalized notification is stored ~~in the recipient device~~ in a digital repository of the recipient device in ~~an entry corresponding to~~ association with an identifier that identifies the sender device.

30. (Original) The computer program product of claim 29, wherein the second computer code device is further configured to send the sender-personalized notification as at least one of a short message service (SMS) message, an enhanced messaging service (EMS) message, a multimedia messaging service (MMS) message, an immediate messaging (IM) message, an immediate messaging and presence services (IMPS) message, a mobile e-mail message, a Internet protocol-based multimedia service (IMS) message, and a TCP/IP message.

31. (Currently Amended) A computer program product, comprising:

a computer storage medium; and

a computer program code mechanism embedded in the computer storage medium for causing a processor to process a sender-personalized notification received with a call, the computer program code mechanism having

a first computer code device configured to process the sender-personalized notification received with the call, wherein

the sender-personalized notification is stored ~~in a recipient device~~ in a digital repository of the recipient device in ~~an entry corresponding to~~ association with an identifier that identifies a sender device.

32. (Original) The computer program product of claim 31, wherein the first computer code device is further configured to play a ringtone sent as the sender-personalized notification when a type of the sender-personalized notification is a ringtone.

33. (Original) The computer program product of claim 31, wherein

the first computer code device is further configured to process the sender-personalized notification based on a type of the sender-personalized notification, and

the type of the sender-personalized notification is at least one of a ringtone, a color, a picture, a video, a multimedia message, a vibration, a text message, an audible cue, and a temperature.

34. (Currently Amended) A method for pushing a sender-personalized notification with a call, comprising:

selecting the sender-personalized notification;

selecting a recipient phone number;

placing the call including sending the recipient phone number and sending the sender-personalized notification;

determining that the sender-personalized notification corresponds to the call; and

processing the sender-personalized notification based on a type of the sender-personalized message by a recipient device when the call is received, wherein

the sender-personalized notification is stored ~~in the recipient device~~ in a digital repository of the recipient device in ~~an entry corresponding to~~ association with an identifier that identifies a sender device.

35. (Original) The system of claim 1, wherein the recipient device is further configured to process a software upgrade sent as the sender-personalized notification on the recipient device when the type of the sender-personalized message is a software upgrade.

36. (Original) The method of claim 15, wherein the processing step comprises processing a software upgrade on the recipient device when the type of the sender-personalized notification is a software upgrade.

37. (Original) The wireless device of claim 23, wherein the sender-personalized notification processing mechanism is further configured to process a software upgrade sent as the sender-personalized notification on the wireless device when a type of the sender-personalized notification is a software upgrade.

38. (Original) The computer program product of claim 31, wherein the first computer code device is further configured to process a software upgrade sent as the sender-personalized notification when a type of the sender-personalized notification is a software upgrade.

39. (Previously Presented) A mobile switching center, comprising:

a processor; and

a computer readable medium encoded with processor readable instructions that when executed by the processor implement

a sender-personalized notification enabling mechanism configured to determine if a sender of a call sent a sender-personalized notification as a separate message at substantially a same time as placing the call, and

a sender-personalized notification pushing mechanism configured to send the sender-personalized notification at substantially a same time as the call is routed to a recipient of the call.

40. (Original) The mobile switching center of claim 39, wherein the sender-personalized message comprises at least one of a short message service (SMS) message, an enhanced messaging service (EMS) message, a multimedia messaging service (MMS) message, an immediate messaging (IM) message, an immediate messaging and presence services (IMPS) message, a mobile e-mail message, a Internet protocol-based multimedia service (IMS) message, and a TCP/IP message.

41. (Original) The system of claim 1, wherein:

the recipient device comprises a phonebook; and

the recipient device is further configured to determine if the phonebook includes an entry for the sender device, and to store the sender-personalized notification as a custom notification corresponding to an entry associated with the sender device such that the notification received as the sender-personalized notification will be played by the recipient device when the recipient device receives a call from the sender device.

42. (Original) The method of claim 15, further comprising the steps of:

determining if a phonebook of the recipient device includes an entry for a sender of the call;

storing the sender-personalized notification as a custom notification corresponding to an entry associated with the sender of the call; and

playing by the recipient device the custom notification when the recipient device receives a call from the sender of the call.

43. (Original) The wireless device of claim 23, wherein the sender-personalized notification processing mechanism is further configured to determine if a phonebook of the

wireless device includes an entry for a sender of the call, and to store the sender-personalized notification as a custom notification corresponding to an entry associated with the sender of the call such that the custom notification will be played by the wireless device when the wireless device receives a call from the sender of the call.

44. (Original) The fixed line device of claim 26, wherein the sender-personalized notification processing mechanism is further configured to determine if a phonebook of the fixed line device includes an entry for a sender of the call, and to store the sender-personalized notification as a custom notification corresponding to an entry associated with the sender of the call such that the custom notification will be played by the fixed line device when the fixed line device receives a call from the sender of the call.

45. (Original) The fixed line device of claim 26, wherein the sender-personalized notification processing mechanism is further configured to process a software upgrade sent as the sender-personalized notification on the fixed line device when a type of the sender-personalized notification is a software upgrade.